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**Title:**

Speech notes for the Soft Drink Manufacturers' Association Luncheon - Norwood

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SPEECH NOTES BY THE PREMIER, MR. DUNSTAN, FOR THE SOFT DRINK  
MANUFACTURERS' ASSOCIATION LUNCHEON. NORWOOD. 5/8/71.

FIRST OF ALL, MAY I CONGRATULATE PERCY WOODROOFE AND COLIN HALL  
ON THEIR ELECTION AS PRESIDENT AND VICE PRESIDENT OF YOUR  
ASSOCIATION.

IT'S ALWAYS GRATIFYING TO SEE MEN FROM NORWOOD REACHING THE TOP  
IN PUBLIC LIFE!

AND I'M SURE THEY WILL GIVE THE ASSOCIATION VALUABLE AND  
DEDICATED SERVICE DURING THEIR TERMS OF OFFICE.

ONE OF THE PRINCIPAL MATTERS CONCERNING YOUR INDUSTRY AT PRESENT -  
APART, OF COURSE, FROM KEEPING SOUTH AUSTRALIANS AT THE TOP OF  
THE THIRST TABLES - IS THAT OF PRICES.

YOU'LL BE INTERESTED TO LEARN, THEREFORE, THAT THE PRICES  
COMMISSIONER, MR. BAKER, HAS DECIDED THAT HE WOULD NOT OPPOSE  
AN INCREASE OF ONE CENT IN THE PRICE OF LARGER BOTTLES OF SOFT  
DRINKS, THAT IS FROM 24 OUNCES TO 32 OUNCES.

2.

THIS WOULD BRING THE PRICE OF A 24 TO 26 OUNCE BOTTLE TO 18 CENTS, 20 CENTS FOR 26 OUNCE COLAS AND 21 CENTS FOR 32 OUNCE BOTTLES.

AFTER THIS INCREASE PRICES IN SOUTH AUSTRALIA WOULD BE GENERALLY IN LINE WITH, OR A LITTLE LOWER THAN, THOSE IN THE OTHER STATES.

MR. BAKER IN CONSIDERING THIS MATTER NOTED THAT YOUR INDUSTRY HAS BEEN FACED WITH INCREASES IN BOTH WAGES AND MATERIALS COSTS SINCE THE LAST ADJUSTMENT NEARLY A YEAR AGO AND IT IS TO THE CREDIT OF YOUR MEMBERS THAT YOU HAVE BEEN ABLE TO ABSORB A CONSIDERABLE AMOUNT OF THEM.

SOFT DRINKS, OF COURSE, ARE NOT FORMALLY SUBJECT TO PRICE CONTROL THOUGH THE INDUSTRY CONSULTS THE COMMISSIONER BEFORE BRINGING THEM IN.

3.

ANOTHER MATTER OF LONGER TERM INTEREST TO YOUR INDUSTRY BUT ONE WHICH COULD HAVE CONSIDERABLE EFFECT IS THAT OF THE COMING CHANGE TO THE METRIC SYSTEM OF WEIGHTS AND MEASUREMENT.

HERE AGAIN, AS A RESULT OF THE FEDERAL GOVERNMENT'S DECISION, IT SEEMS THAT YOU WILL BE CALLED ON TO ABBORB COSTS AND I CONGRATULATE YOU ON THE FORESIGHT YOU HAVE DISPLAYED IN ORGANISING A SEMINAR ON THE IMPACT THIS CHANGE WILL HAVE ON YOUR INDUSTRY SO THAT YOU CAN BDDIN THE NECESSARY PLANNING NOW.

IT'S A FURTHER EXAMPLE OF THE SERVICE AN ASSOCIATION SUCH AS YOURS CAN RENDER ITS MEMBERS.

THANK YOU.